MTGA Cross State Trail Identification and Marketing Strategies
Stakeholder Workshop
June 8, 2010

Documentation of Public Input

A Stakeholder's Workshop was held on June 4, 2010 in Jackson, Michigan for the Cross State Trail Identification and Marketing Strategies Project. Over 40 people from across southern Michigan attended the event. During the workshop, participants were given the opportunity to collaborate and provide input. This document is a summary of the input that was collected during the workshop.

- Group Exercise Results

- Individual Exercise Results

Below is a list of the workshop participants:

Name	Organization	Name	Organization
Scott Anderson	Bridge to Bay Trail	Tom Garnett	Calhoun Cross-County Trailway
Mark Brochu	Bridge to Bay Trail	Jim Coury	Calhoun Cross-County Trailway
Fred Phillips	Friends of Clinton River Trail	Lawrence Hummel	Van Buren County Road Commission
John Hensler	Friends of Clinton River Trail	Toni Thompson	Friends of Kalamazoo River Valley Trail
Mimi Zwolak	Friends of Clinton River Trail	Paul Banner	Friends of Kalamazoo River Valley Trail
Doug Gordon	Friends of Clinton River Trail	Kyle Lewis	Kalamazoo County Parks and Recreation
Mike Hartner	Clinton River Trail	Stephanie Zwolak	Kalamazoo County Parks and Recreation
Robert Bourgeois	Consumers Energy	Larry Stehouwer	Friends of Kalamazoo River Valley Trail
Len Chockley		Chris Miller	Homer Council President
Marlene Chockley		Sam Ewbank	Friends of Kalamazoo River Valley Trail
Robert Moran		Bob Gregersen	MTGA Trail Ambassador (West)
Jim Fackert	LakeLands Trail	Scott Ten Brink	MTGA Trail Ambassador (Central)
John Calvert	LakeLands Trail	Todd Scott	MTGA Trail Ambassador (East)
Mark Pascoe	LakeLands Trail	Paul Yauk	Michigan DNR
Pat Carney	LakeLands Trail	Nancy Krupiarz	MTGA Staff
Brandon Ransom	Jackson County Parks and Recreation	Barry Culham	MTGA Staff
Mike Smith	MDOT University Region	Norm Cox	The Greenway Collaborative, Inc.
Randy McMunn	City of Jackson	Carolyn Prudhomme	The Greenway Collaborative, Inc.
Pegg Clevenger	Friends of the Falling Waters Trail	Sam Lovall	MTGA Board Member
Helen Burnett	Friends of the Falling Waters Trail	Carolyn Kane	MTGA Board Member
Kathi Bigelow	Friends of the Falling Waters Trail	Matt Lincoln	Landscape Architects and Planners
Todd Zeller	Friends of the Falling Waters Trail	Lina Chapman	Michigan Department of Transportation
Jeremy Bush	Concord Parks and Rec	Mike Savitski	Savitski Design

Group Exercise Results:

During the workshop, participants were separated into 9 different groups. Each group was given a specific role that represented a person or group who may be interested in the cross state trail. Each group was then given a worksheet that included alternatives for a trail Name, On-The-Ground Identification and Marketing Strategies. During the exercise, each group had to fill out a worksheet from the perspective of the role they were given. At the end of the exercise, each group presented their results to the entire room. Below is a summary of the results of this exercise.

Table Role	Name Alternatives	On-the-Ground Identification	Marketing Strategy	Other suggestions:
Table 1: Representatives of a Large Regional Foundation, such as the Kresge Foundation, who are evaluating this project for potential funding	The Great Lake to Lake Trail Third Coast Trail Across the MIT	New State Bike Route Sign	Single Cross State Trail	Michigan needs to be represented in name Concern that sign only addresses bicycles
Table 2: Representatives from a Visitor's Bureau of a city along the trail trying to determine how a cross state trail may help local business	Michigan Lake to Lake Trail Michigan First Trail	Use both State and National Bike Route Sign	A Cross State Trail with an option to transition to a state wide system in the future	Add Michigan to name
Table 3: A family from Dayton, Ohio with 8 and 10 year old children who are looking to do their first long bike trip	The Great Lakes Trail System	New State Bike Route Sign	State Wide System using this Cross State Trail as the Prototype	"Water" is important to attracting families with children, want to see Mitten surrounded by blue water for marketing Concern to include equestrian signs
Table 4: A couple in their 20's from Portland, Oregon who are coming to Michigan for a wedding and are looking to extend their trip with a bike ride	The Great Lakes Trail System Coast to Coast Trail Shore to Shore Trail Great Lake State Trail	New State Bike Route Sign	State Wide System using this Cross State Trail as the Prototype	Change diamond on sign to state shape Even/Odd numbering like interstate system
Table 5: A group of Friends who like to bike, ages 45 to55, from Lansing, Michigan who are looking for some weekend fun	The Great Lakes Trail System (GLTS) Michigan Lake to Lake Trail System (MLLTS) Michigan Interstate Trail Network (MITN) Michigan Lake 2 Lake (ML2LTS)	New State Bike Route Sign	A Cross State Trail with an Option to Transition to a State Wide System in the Future	"Great" = Michigan Concern that sign only addresses bicycles Use letter instead of numbers, confusion with other M-Routes in Michigan
Table 6: Owners of a Bicycle Touring Company evaluating potential routes for guided and supported tours	Michigan Trail (or Bicycle) System The Lake to Lake Trail	New State Bike Route Sign	State Wide System using this Cross State Trail as the Prototype	No number on bike sign
Table 7: Representatives from Travel Michigan (the group who created the Pure Michigan campaign) who are trying to determine how this trail may integrated into statewide tourism efforts	Great Lakes Trail System	New State Bike Route Sign	State Wide System using this Cross State Trail as the Prototype	Included state outline on sign

Table 8: A retired couple from Cleveland, Ohio who are looking to do an extended trip this summer	Great Lake to Lake Trail	New State Bike Route Sign	Single Cross State Trail	Identify other trail users Include local trail signs Include directional signs Identify trail heads and parking Simply/Easy Website
Table 9: A family with 12 and 14 year old children from Ann Arbor, Michigan who are looking for close to home vacation ideas	Lake to Lake Trail (System Maybe?)	New State Bike Route Sign	A Cross State Trail with an Option to Transition to a State Wide System in the Future	Supplemental "other users" signs brown/white Advertise trips by age/skill level Identify trail surface Identify Amenities using signs, kiosks

Summary of Results:

Named Alternatives

The majority of names that were suggested included either "Michigan" or "Great Lakes" in the name. Many groups felt that The Great Lake to Lake Trail System was too long for a name. Overall, Great Lakes Trail System, Great Lake to Lake Trail and Michigan Lake to Lake Trail (System) where the most common names suggested.

On-The-Ground Identification

The idea of creating a new State Bike Route Sign was overwhelming popular. However, a majority of the groups felt that it was important to identify other trail users other than cyclists, such as equestrian and hikers on the trail signage.

Marketing Strategies

There was a split between using a Cross State Trail with an Option to Transition to a State Wide System in the Future versus beginning with a State Wide System using the Cross State Trail as a Prototype. However, overall the majority of groups felt that a statewide trail system would be beneficial at some point in the future

Individual Exercise Results:

At the end of the workshop each participant was given the same worksheet that was used for the group exercise and was asked to fill it out based on their own vision of how the identification and marketing strategies of the trail should be developed. Below is a summary of the results of this exercise.

Name Alternatives:	
Great Lake to Lake Trail (7 Votes)	Summary:
Great Lakes Trail System (5 Votes)	• All names that were suggested included either "Michigan" or "Great Lakes" or both
Michigan Lake to Lake Trail (4 Votes)	• Half of the suggested names included "System"
The Great Lake to Lake Trail (4 Votes)	
The Great Lakes Trail System (3 Votes)	
Great Lakes Trail (3Votes)	
Michigan Lake to Lake Trail System (2 Votes)	
Michigan's Great Lake to Lake Trail (2 Votes)	
The Great Lake Trail (2 Votes)	
The Michigan Trail System (1 Vote)	
Michigan Trail System (1 Vote)	
The Great Lake to Lake Trail Network (1 Vote)	
Michigan Great Lakes Trail System (1 Vote)	
The Great Blue Water Trail (1 Vote)	
The Blue Water System (1 Vote)	

Other Comments:
- Title must tie to state or region
- If an overlapping theme such as The Great Lakes Trail System is used that individual trails within the system need to have their own unique names
- Refreshing water incorporated in the logo is crucial
- Included the name "Michigan"
- Emphasize "Great", Michigan is the Great Lakes State

On-The-Ground Identification:

New State Bike Route Sign
(36 Votes)

Summary:

- Unanimous support for a New State Bike Route Sign
- Concern that sign only addressed bicycles
- Important to included state shape on sign

Other Comments:

- Identify other users that are allowed, such as hiker or equestrian (2)
- Directional Signage is also needed
- Identification of Kiosk and Trail Conditions and Amenities
- Okay to have multiple signs where trails overlap
- Use mitten shape instead of diamond (13 Comments)
- Do not use a route number
- Would like to include hiker icon
- Name each trail instead of number
- If trail system is developed, identify each trail by name instead of number, for example, Native American names: Potawatomi, Chippewa, Huron, ect. (2 Comments)
- Route Number important when the trail connects to other trails
- Use graphic on sign that implies shared use
- Trail use could be specified using standard trail yield sign
- Use brown national park service signs to identify other trail users, such as equestrians and hikers
- Include other signs with local logos similar to downtown wayfinding signs
- Included national bike route sign as needed

Marketing Strategy:

A Cross State Trail with an Option to Transition to a State Wide System in the Future (16 Votes)

State Wide System using this Cross State Trail as a Prototype (16 Votes)

Summary:

- Exactly 50/50 split between both marketing strategies
- Concern with marketing a State Wide System until it is more developed

Other Comments:

- Marketing a statewide system seems to be the best option for the future
- Market a Single Cross State Trail until there are multiple routes, at least 50% complete before transitioning to a statewide system. Statewide system may dilute the focus.
- Market places to stay, eat, drink, attractions and activities
- If statewide system marketed make sure undeveloped and conceptual routes are clearly noted that way
- Showing the whole state of Michigan may help give identity
- Statewide approach is appealing, but may be too much to start with
- Simply exciting to have cross state trail, but expansion in future years would be awesome
- If funding and resources available then Statewide system approach not an issue
- Nearly all of the routes on the statewide system exist now, just need to complete links than statewide system can be marketed
- Important to use blue of lakes on marketing graphics when showing system
- Statewide system approach needs to truly be a developed system before it is marketed as such
- Marketing should include badge or icon to include on local trail promotional material
- Have ability to transition from the Michigan Trail System to the attractions and stops available on the individual trails
- Would like to see statewide system but having the option to transition to the statewide system seems to be the best alternative to start with
- Most important to market the cross state trail now, but be open to developed into statewide system in the future
- On website include direct link to individual trail segments
- We need to focus on the single cross state trail first, it took this long to get here